

## Case Study

Client	Revenue	Covered Lives	Live Since
Retail Corporation	\$71.8B	142,000	July 2017

# Partnership, Engagement and Savings Hit the Mark

Like many employers, a popular Fortune 500 retailer wanted to reduce its increasing pharmacy spend and reduce prescription costs for its employees. They reached a positive 1:1 ROI using a member-focused engagement strategy. Nearly 36% of the client's primary health plan members are registered with Rx Savings Solutions, and they save an average of \$39 per fill on their prescriptions. Each time the plan member saves, the client saves nearly \$100.

## 6 Keys to Success

### 1. Easy Implementation

Eight weeks prior to launch, Rx Savings Solutions began implementing the solution with minimal tech lift for the client. Data feeds were established with the client, its PBM and TPA for the required file transfers. Single sign-on (SSO) integration was set up, enabling straight-through access to Rx Savings Solutions from the client's benefits portal.

### 2. Coordinated Launch

Plan members were introduced to the benefit through a variety of onsite awareness and engagement tactics. Weekly email campaigns from Rx Savings Solutions helped explain the new benefit, and registration was incentivized with \$500 Visa® Gift Card drawings. The client also promoted the launch through its established internal communication channels. Combined, the tactics produced 8,120 registrations, or roughly 10% of the client's eligible population.

### 3. Proactive Engagement

The next opportunity to educate plan members and encourage registration came during open enrollment. Rx Savings Solutions attended onsite benefit fairs to build awareness through face-to-face member interaction.

### 4. Wellness Program Integration

**Strategy:** Rx Savings Solutions was a featured partner in the client's wellness program. Throughout 2018, primary plan members and dependents were offered \$100 HSA/HRA contributions for registering with Rx Savings Solutions and Grand Rounds, another plan benefit offering healthcare provider navigation.

**Execution:** Rx Savings Solutions began promoting the wellness program throughout all the solution's touchpoints and through engagement campaigns for the remainder of the plan year. The client and Grand Rounds conducted their own campaigns as well. All three entities collaborated to support the others, all with the same goal: get plan members involved and engaged with valuable benefits offerings.

**Results:** The partnership emails saw 2.5x higher open rates and 8x higher click rates than industry averages. More importantly, more than 10,000 new plan members registered with Rx Savings Solutions – tripling the client's member registration rate in just eight months.



**Key Result:** Registration grew 3x in eight months through the wellness program integration.

## 5. Targeted Behavior Change

**Strategy:** Rx Savings Solutions identified plan members on maintenance medications that carried high price-tags. These particular drugs contained two active ingredients that could be purchased separately over the counter and taken together to get the same results for a fraction of the cost.

**Execution:** Direct calling, emails and mailed letters explained the simple change and offered members a \$100 gift card incentive for switching to the lower-cost options.

**Results:** The easy prescription switches earned the client more than \$714,000 in combined net new annual savings.

## 6. Direct Mail Campaign

**Strategy:** Rx Savings Solutions again identified members with significant savings opportunities (averaging \$343 per claim) who hadn't responded to emailed savings notifications.

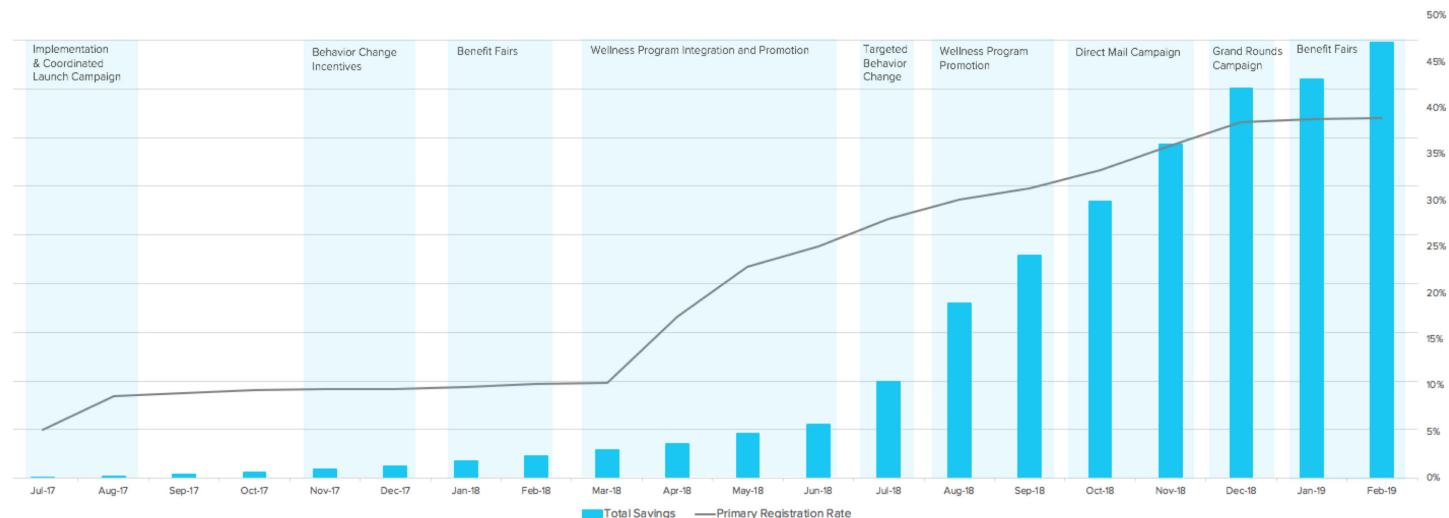
**Execution:** Letters were mailed directly to these members that included their specific savings opportunity. The letters included instructions to call the Rx Savings Solutions Pharmacy Support team for help getting their medication switched to the lower-cost option.

**Results:** As an ongoing campaign, direct mail continues to reach members without email addresses on file. Prescription switch requests generated by the program average \$826 in total annualized savings.



**Validated Savings with Rebates Intact:** The client's benefits consultant verified that the rebate reductions did not materially affect the total savings achieved through Rx Savings Solutions. This confirms that offering Rx Savings Solutions has resulted in a win-win by reducing both overall plan spend and member out-of-pocket costs.

## Member Engagement and Monthly Savings



**26%**

Primary Member registration  
at 12 months

**36%**

Primary Member registration  
at 18 months

**\$39.27**

Average member savings  
per fill

**\$98.61**

Average plan savings  
per fill